

# CALIFORNIA ENERGY COMMISSION (CEC) 2000 SURVEY QUESTIONNAIRE

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## RESPONDENT INFORMATION – CONFIDENTIAL

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Organization Name

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Name

(If you are listed in CEC's "1999 Energy Technology Export Directory" skip to Part I, Question 1; if not, please continue)

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Title

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Address

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City

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State

Zip

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Telephone Number

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Fax Number

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email

## **PART I. BACKGROUND INFORMATION** **(please complete all questions)**

1. Which term(s) best describe your business activities?  
(circle all that apply)

☐

a. manufacturer

☐

h. legal

☐

b. project developer

☐

i. distributor

☐

c. engineering

☐

j. consultant

☐

d. system integrator

☐

k. research & development

☐

e. service provider

☐

l. fuel supplier

☐

f. construction

☐

m. resource exploration

☐

g. finance

☐

n. other \_\_\_\_\_ (specify)

2. Which energy technology(s) are most related to your primary business activity:  
(circle all that apply)

- |                          |                      |                          |                  |
|--------------------------|----------------------|--------------------------|------------------|
| <input type="checkbox"/> | a. biomass           | <input type="checkbox"/> | g. natural gas   |
| <input type="checkbox"/> | b. coal              | <input type="checkbox"/> | h. petroleum     |
| <input type="checkbox"/> | c. cogeneration      | <input type="checkbox"/> | i. photovoltaic  |
| <input type="checkbox"/> | d. energy Efficiency | <input type="checkbox"/> | j. solar thermal |
| <input type="checkbox"/> | e. geothermal        | <input type="checkbox"/> | k. wind          |
| <input type="checkbox"/> | f. hydropower        |                          |                  |

☐ l. other \_\_\_\_\_ (specify)

3. The principal focus of your business is? (circle only one)

- ☐ a. grid/utility power generation
- ☐ b. remote/distributed power generation
- ☐ c. industrial cogeneration
- ☐ d. energy efficiency products/services
- ☐ e. transportation fuels/technology
- ☐ f. other \_\_\_\_\_ (specify)

4. Does your organization directly employ people in locations other than California?  
(circle what is applicable)

- ☐ a. yes,                      If yes,
- ☐ Other States
- ☐ Other Countries
- ☐ b. no

5. Your organization's employment as of year end 1999 was:

- a. total: \_\_\_\_\_
- b. California only: \_\_\_\_\_

6. Please provide approximate total gross revenue for your organization in 1999.  
(circle only one)

- ☐ a. < \$0.5M
- ☐ b. \$0.5M to \$2.5M
- ☐ c. \$2.6M to \$10M
- ☐ d. \$11M to \$30M
- ☐ e. \$31M to \$50M
- ☐ f. \$51M to \$100M
- ☐ g. > \$100M

7. Comments regarding Part I:

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## PART II. CALIFORNIA EXPORT ACTIVITIES

(To be completed only by organizations who currently export or plan to pursue international projects and/or export products/services during the next three years)

1. Does your company plan to export your products or services during the next 3 years?

- ☐ a. yes ☐ b. no

If no, go to Part III.

2. Has your organization exported its products or services during the past 3 years?

- ☐ a. yes ☐ b. no

3. How many years has your company been an exporter? (circle only one)

- ☐ a. <5 ☐ d. 16 to 20  
☐ b. 5 to 10 ☐ e. > 20  
☐ c. 11 to 15

4. Which phrase best describes your expected trend over the next three years in gross revenues from export sales? (circle only one)

- ☐ a. about the same ☐ c. decreasing  
☐ b. increasing

5. What percentage of your organization's exports are destined for the following types of projects?

- ☐ a. Private \_\_\_\_\_% ☐ b. Public \_\_\_\_\_%  
☐ c. Other (specify) \_\_\_\_\_%

6. What percentage of your 1999 total gross revenues were from exports? (circle only one)

- ☐ a. less than 5% ☐ d. 51% to 75%  
☐ b. 6% to 25% ☐ e. 76% to 100%  
☐ c. 26% to 50%

7. Your 1999 export revenues were: (circle only one)

- ☐ a. about the same as 1998  
☐ b. less than 1998  
☐ c. more than 1998

8. Your goal over the next three years is to have export revenues grow at an average annual rate of: (circle only one)

- ☐ a. less than 10% ☐ d. 51% to 75%  
☐ b. 11% to 25% ☐ e. 76% to 100%  
☐ c. 26% to 50% ☐ f. no goal

9. Please estimate the timeframe needed to initiate and complete business deals in export markets. (circle only one)

- |                          |                         |                          |                         |
|--------------------------|-------------------------|--------------------------|-------------------------|
| <input type="checkbox"/> | a. < 6 months           | <input type="checkbox"/> | d. 25 months to 4 years |
| <input type="checkbox"/> | b. 7 months to 1 year   | <input type="checkbox"/> | e. > 4 years            |
| <input type="checkbox"/> | c. 13 months to 2 years |                          |                         |

10. Comments regarding Part II:

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### PART III. INDUSTRY OUTLOOK

(Please complete all questions)

1. Has electricity restructuring in the U.S. affected your company's domestic sales?

- |                          |   |
|--------------------------|---|
| <input type="checkbox"/> | a. yes If yes, ____ increased<br>____ decreased |
| <input type="checkbox"/> | b. no   |

2. Is electricity restructuring in the U.S. causing your company to consider selling your products and services in international markets?

- |                          |        |                          |       |
|--------------------------|--------|--------------------------|-------|
| <input type="checkbox"/> | a. yes | <input type="checkbox"/> | b. no |
|--------------------------|--------|--------------------------|-------|

3. Is electricity restructuring in the U.S. causing your company to consider new project development opportunities in the international market?

- |                          |        |                          |       |
|--------------------------|--------|--------------------------|-------|
| <input type="checkbox"/> | a. yes | <input type="checkbox"/> | b. no |
|--------------------------|--------|--------------------------|-------|

4. Does your company envision being a candidate for a merger or buy-out?

- |                          |        |                          |       |
|--------------------------|--------|--------------------------|-------|
| <input type="checkbox"/> | a. yes | <input type="checkbox"/> | b. no |
|--------------------------|--------|--------------------------|-------|

5. If yes, do you anticipate the buy-out through a:

- |                          |                    |                          |               |
|--------------------------|--------------------|--------------------------|---------------|
| <input type="checkbox"/> | a. foreign entity  | <input type="checkbox"/> | c. don't know |
| <input type="checkbox"/> | b. domestic entity |                          |               |

6. Over the next 3 years, how do you see your company selling its products and services? (please provide percentage distribution)

- |                          |                          |
|--------------------------|--------------------------|
| <input type="checkbox"/> | a. domestically ____%    |
| <input type="checkbox"/> | b. internationally ____% |

7. Comments regarding Part III:

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**Part IV. CEC's ENERGY TECHNOLOGY EXPORT PROGRAM (ETEP) ASSESSMENT**  
(Please complete all questions)

**Section A. General Assessment Items**

1. Using the following importance and performance rating scales, please rate **activities** 1a-p as to how important each is to your company and how satisfied your company is with recent results of each activity (performance).

**IMPORTANCE**

5 = extremely important  
4 = important  
3 = neither important nor unimportant  
2 = unimportant  
1 = extremely unimportant  
0 = no opinion

**PERFORMANCE**

5 = extremely satisfied  
4 = satisfied  
3 = neither satisfied nor dissatisfied  
2 = dissatisfied  
1 = extremely dissatisfied  
0 = no opinion

**ACTIVITY**

5 4 3 2 1 0  
5 4 3 2 1 0  
5 4 3 2 1 0  
5 4 3 2 1 0  
5 4 3 2 1 0  
5 4 3 2 1 0  
5 4 3 2 1 0  
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5 4 3 2 1 0  
5 4 3 2 1 0

a. trade missions  
b. reverse trade missions  
c. technical assistance  
d. conference & workshops  
e. market conditioning  
f. market analysis  
g. project identification  
h. govt. liaison (US & foreign)  
i. industry analysis  
j. barrier resolution  
k. competitor analysis (foreign)  
l. financing advisory support  
m. pre-feasibility funding support  
n. Tax, legal support  
o. project facilitation support  
p. other \_\_\_\_\_

5 4 3 2 1 0  
5 4 3 2 1 0  
5 4 3 2 1 0  
5 4 3 2 1 0  
5 4 3 2 1 0  
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5 4 3 2 1 0  
5 4 3 2 1 0

2. Using the following importance rating scale, please rate **Regions** 2a-j as to how important each region is to your future export goals.

**IMPORTANCE**

5 = extremely important  
4 = important  
3 = neither important nor unimportant  
2 = unimportant  
1 = extremely unimportant  
0 = no opinion

## REGION

5	4	3	2	1	0	a. Asia
5	4	3	2	1	0	b. Western Europe
5	4	3	2	1	0	c. Latin America & Caribbean
5	4	3	2	1	0	d. Africa
5	4	3	2	1	0	e. Middle East
5	4	3	2	1	0	f. North America (Canada & Mexico)
5	4	3	2	1	0	g. Eastern and Central Europe
5	4	3	2	1	0	h. CIS (former Soviet States)
5	4	3	2	1	0	i. Pacific Islands
5	4	3	2	1	0	j. Other _____

3. For each region you assigned a 3 or higher in question 2, please list in priority order up to five key countries and list the project opportunities associated with a particular country. Use the following legend to identify the project opportunities by writing the appropriate letter next to the country. More than one letter may appear for each country.

### Legend:

A – Independent Power Production  
 B – Energy Efficiency  
 C – Onsite Cogeneration  
 D – Remote Power  
 E – Transportation Fuels/Technology  
 F – Oil/Gas Exploration and Production  
 G – Transmission and Distribution Technology  
 H – Energy Balance of System components  
 L – Other \_\_\_\_\_ (specify)

**Region      Country      Project Type**

**(EXAMPLE)**

a. (Asia  
     1. Japan      B, H  
     2. China      E, G, L)

<u>Region</u>	<u>Country</u>	<u>Project Type</u>	<u>Region</u>	<u>Country</u>	<u>Project Type</u>
a. Asia			f. North America (Mexico & Canada)		
1. _____	_____		1. _____	_____	
2. _____	_____		2. _____	_____	
3. _____	_____		3. _____	_____	
4. _____	_____		4. _____	_____	
5. _____	_____		5. _____	_____	
a. Western Europe			g. Eastern Europe		
1. _____	_____		1. _____	_____	

2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_  
 5. \_\_\_\_\_

2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_  
 5. \_\_\_\_\_

c. Latin America & Caribbean

1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_  
 5. \_\_\_\_\_

h. CIS (former Soviet Union)

1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_  
 5. \_\_\_\_\_

d. Africa

1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_  
 5. \_\_\_\_\_

i. Pacific Islands

1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_  
 5. \_\_\_\_\_

e. Middle East

1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_  
 5. \_\_\_\_\_

j. Other

1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_  
 4. \_\_\_\_\_  
 5. \_\_\_\_\_

4. Using the following significance rating scale, please rate **barriers** 4a-q as to how significant each is to your company in regards to exporting.

**SIGNIFICANCE**

5 = extremely significant  
 4 = significant  
 3 = neither significant nor insignificant  
 2 = insignificant  
 1 = extremely insignificant  
 0 = no opinion

**BARRIERS**

5 4 3 2 1 0	a. country unwillingness to undertake project
5 4 3 2 1 0	b. lack of project financing with competitive terms
5 4 3 2 1 9	c. fixed quota production
5 4 3 2 1 0	d. import tariffs
5 4 3 2 1 0	e. lack of education in host country
5 4 3 2 1 0	f. limited technical capability in a developing country
5 4 3 2 1 0	g. utility over-capacity
5 4 3 2 1 0	h. unsupportive regulatory/institutional policies
5 4 3 2 1 0	i. foreign competition
5 4 3 2 1 0	j. foreign assistance (e.g. tied aid)
5 4 3 2 1 0	k. lack of proven technology
5 4 3 2 1 0	l. lack of industry infrastructure to support product

- |             |   |
|-------------|---|
| 5 4 3 2 1 0 | m. lack of resource information                 |
| 5 4 3 2 1 0 | n. discrimination against small energy projects |
| 5 4 3 2 1 0 | o. cost of the technology for exporting         |
| 5 4 3 2 1 0 | p. cost of seeing project through to completion |
| 5 4 3 2 1 0 | q. other_____                                   |

### Section B. Assessment Items Specific to ETEP

5. Has your organization been involved in any ETEP activities?

- |                          |        |                          |       |
|--------------------------|--------|--------------------------|-------|
| <input type="checkbox"/> | a. yes | <input type="checkbox"/> | b. no |
|--------------------------|--------|--------------------------|-------|

If you answered yes, continue with this section. If your answer was no, then proceed to question 15.

6. What is the status of your project development initiatives that have been supported by ETEP funding or ETEP staff?

- |                          |  |
|--------------------------|--|
| <input type="checkbox"/> | a. memorandum of Understanding/letters of interest (preliminary stages). |
| <input type="checkbox"/> | b. detailed contract work in progress (not fully negotiated).            |
| <input type="checkbox"/> | c. all agreements signed/contract finalized (revenue is flowing).        |
| <input type="checkbox"/> | d. other_____  |

7. What percent of your 1998-1999 export sales/revenues are related to ETEP activities?  
\_\_\_\_\_%

8. What was the dollar value of the sales/revenue attributable to export program involvement during 1998-1999.  
\$\_\_\_\_\_?

(sales meaning equipment, consulting, services, etc. that the company achieved or is confident of achieving but is still pursuing).

9. What is the nature of the increased sales/revenues?

- |                          |                         |                          |                        |
|--------------------------|-------------------------|--------------------------|------------------------|
| <input type="checkbox"/> | a. contract for service | <input type="checkbox"/> | c. project development |
| <input type="checkbox"/> | b. equipment sale       | <input type="checkbox"/> | d. turnkey operation   |
| <input type="checkbox"/> | e. other_____           |                          |                        |

10. Have you been involved in an ETEP activity in which your company made new international business contacts?

- |                          |                        |                          |       |
|--------------------------|------------------------|--------------------------|-------|
| <input type="checkbox"/> | a. yes (how many_____) | <input type="checkbox"/> | b. no |
|--------------------------|------------------------|--------------------------|-------|

11. How has your involvement in the export program affected new international business contacts?

- |                          |              |                          |              |
|--------------------------|--------------|--------------------------|--------------|
| <input type="checkbox"/> | a. increased | <input type="checkbox"/> | c. decreased |
| <input type="checkbox"/> | b. no change |                          |              |



12. How has your knowledge of export market opportunities been affected by your involvement in this Program?

- ☐ a. increased
 ☐ c. decreased  
☐ b. no change

13. Using the importance and performance rating scales listed below, please rate ETEP **activities** 13a-l as to how important each is to your company and how well they have helped you in your exporting activities (performance).

**IMPORTANCE**

5 = extremely important  
 4 = important  
 3 = neither important nor unimportant  
 2 = unimportant  
 1 = extremely Unimportant  
 0 = no opinion

**PERFORMANCE**

5 = extremely satisfied  
 4 = satisfied  
 3 = neither satisfied nor dissatisfied  
 2 = dissatisfied  
 1 = extremely Dissatisfied  
 0 = no opinion

**ACTIVITY**

5 4 3 2 1 0	a. identifying market prospects	5 4 3 2 1 0
5 4 3 2 1 0	b. contacting decision-makers	5 4 3 2 1 0
5 4 3 2 1 0	c. conferences/workshops	5 4 3 2 1 0
5 4 3 2 1 0	d. project pre-construction funding	5 4 3 2 1 0
5 4 3 2 1 0	e. project facilitation	5 4 3 2 1 0
5 4 3 2 1 0	f. scouting missions	5 4 3 2 1 0
5 4 3 2 1 0	g. reverse trade missions	5 4 3 2 1 0
5 4 3 2 1 0	h. industry promotion	5 4 3 2 1 0
5 4 3 2 1 0	i. in-country assessments	5 4 3 2 1 0
5 4 3 2 1 0	j. competitor analysis (technology/country)	5 4 3 2 1 0
5 4 3 2 1 0	k. financing facilitation	5 4 3 2 1 0
5 4 3 2 1 0	l. other _____	5 4 3 2 1 0

14. Using the importance and performance scales of item 13, please rate ETEP's **services** 14a-g as to how important each is to your company and how satisfied you are with the results. (performance)

**IMPORTANCE**

5 = extremely important  
 4 = important  
 3 = neither important nor unimportant  
 2 = unimportant  
 1 = extremely unimportant

**PERFORMANCE**

5 = extremely satisfied  
 4 = satisfied  
 3 = neither satisfied nor dissatisfied  
 2 = dissatisfied  
 1 = extremely dissatisfied

0 = no opinion

0 = no opinion

**SERVICE**

5 4 3 2 1 0

a. accommodation of unique requirements

5 4 3 2 1 0

5 4 3 2 1 0

b. ease of doing business with ETEP

5 4 3 2 1 0

5 4 3 2 1 0

c. effective communications/access

5 4 3 2 1 0

5 4 3 2 1 0

d. content value

5 4 3 2 1 0

5 4 3 2 1 0

e. effectiveness of International Energy Fund

5 4 3 2 1 0

5 4 3 2 1 0

f. effectiveness of contract management systems

5 4 3 2 1 0

5 4 3 2 1 0

g. other (\_\_\_\_\_)

5 4 3 2 1 0

15. Using the importance rating scale of question 14, please rate **options** 15a-m as to their potential importance to your export company.

**IMPORTANCE**

**OPTIONS**

5 4 3 2 1 0

a. project opportunity scouting missions

5 4 3 2 1 0

b. promotional material and information transfer

5 4 3 2 1 0

c. foreign buyer's assistance

5 4 3 2 1 0

d. project pre-construction funding

5 4 3 2 1 0

e. project financing assistance

5 4 3 2 1 0

f. industry representative on scouting mission

5 4 3 2 1 0

g. foreign energy policy advice

5 4 3 2 1 0

h. information on institutional decision-making

5 4 3 2 1 0

i. information on independent power energy tariff calculations

5 4 3 2 1 0

j. increase the number of reverse trade missions

5 4 3 2 1 0

k. identify new investment funds

5 4 3 2 1 0

l. case study energy audits

5 4 3 2 1 0

m. other \_\_\_\_\_

16. Please list any programs or activities that you feel the CEC/ETEP should consider in the future.
- 

17. Rate the following statement. "The active support and involvement of the Energy Technology Export Program is important to increasing California's energy industry exports." (5 is strongly agree, and 1 is strongly disagree)

5 4 3 2 1 0

18. Comments on any other points not covered in the survey:

